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TIMES-DISPATCH
Richmond, Virginia
June 22, 1963

Allen Discusses Cigaret Ad Policy

VIRGINIA BEACH, June 21 —(AP)—Recent decisions by various cigaret manufacturers to discontinue advertising and promotion programs "were reached by each company acting individually," George V. Allen, president of Tobacco Institute, Inc., said Friday.

"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults," Allen told the Bright Belt Warehouse Assocation at its annual convention at the Cavalier Hotel.

Allen said "the industry wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth. Therefore the decision by a number of our companies to discontinue their college advertising and promotion programs should avoid any further misunderstanding or misconceptions on this subject."

At the outset of his speech Allen said "we don't pretend to know the answers to questions about smoking and health. We don't think anyone else does either.

Horace D. Godfrey, administrator of the United States Agriculture Department Stablization Service, told the warehousemen "the forces that scuttled the wheat program will . . . not rest until all farm programs are gone and farmers are once again at the complete mercy of the market place."

"Just which producers of which farm products are the next target are unknown so far," Godfrey said, "but you can be sure there are plans to pick them off one by one. The only hope of preventing this is for farmers of all kinds to stick together.

"They should regard an attack on one group as an attack on all. Together farmers can muster real strength. But if they permit themselves divided, they are

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THE NEWS AND OBSERVER
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Crusade for Research

George V. Allen, president of the Tobacco Institute, told the Bright Belt Warehouse Association in Virginia Beach a few days ago that the tobacco industry "is not on a crusade for or against tobacco. If we have a crusade, it is a crusade for research."

As spokesman for tobacco manufacturers, Mr. Allen addressed his remarks specifically to the problems created by the health scare associated with smoking. His comments emphasize, however, not only the need for research to find the facts in the health controversy. They also stress the need for a research crusade to find solutions to present marketing difficulties and to the problems involved in present growing practices. And the best hope of launching such a crusade rests in efforts to obtain a federal research laboratory for the flue-cured tobacco growing country similar to the federal lab already established in the burley growing area.

All segments of the tobacco economy have, of course, a great stake in the industry's concern over and research into smoking and health, although there is no scientific proof that smoking ever gave anyone lung cancer. The fact is, however, that stepped-up research efforts are required in all areas of the tobacco business if the tobacco economy is to remain sound.

Members of Congress from this and other states in this region should make every possible effort to obtain the federal research facility which flue-cured tobacco growers desperately need. Clearly a crusade for research is required in all aspects of the tobacco industry if the health of the industry itself is to be assured.

INDEPENDENT
Anderson, S.C.
June 22, 1963

INSTITUTE SAYS

Tobacco Men Not Trying To Get Youths To Smoke

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"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults," Allen told the Bright Belt Warehouse Association at its annual convention.

Allen said, "The industry wants to make it demonstrably clear it does not wish to promote or encourage smoking among youth. Therefore, the decision by a number of our companies to discontinue their college advertising and promotion programs should avoid any further misunderstandings or misconceptions on this subject."

Tobacco Institute Inc. "does not engage in advertising or promoting the use of tobacco," Allen said. "These are properly the activities of individual companies."

At the outset of his speech, Allen said, "We don't pretend to know the answers to questions about smoking and health. We don't think anyone else does either.

"What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of these diseases with which smoking has been associated through statistics.

"We are not on a crusade either for or against tobacco. If we have a crusade, it is a crusade for research."

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Source: https://www.industrydocuments.ucsf.edu/docs/kmyk0000